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May 9, 2003

Date of Deposit

James P. Naughton, Reg. No. 30,665

Name of Applicant, Assignee or  
Registered Representative

*James P. Naughton*  
Signature  
5/9/03

Date of Signature

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MAY 15 2003

Technology Center 2100

Our Case No.: 9623/418

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:

Charles McElfresh et al.

Serial No.: 09/285,929

Filing Date: April 2, 1999

For: METHOD AND SYSTEM FOR OPTIMUM  
PLACEMENT OF ADVERTISEMENTS ON A  
WEBPAGE

Examiner: Stephen S. Hong

Group Art Unit: 2176

**SECOND SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT**

Commissioner for Patents  
Washington, D.C. 20231

Dear Sir:

In compliance with the duty of disclosure under 37 C.F.R. § 1.56, it is respectfully requested that this Second Supplemental Information Disclosure Statement be entered and the documents listed below and on the attached Form PTO-1449 be considered by the Examiner and made of record.

05/13/2003 WABDEL R1 00000144 09285929

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PTO-1449

The references now cited are the following:

### US PATENT DOCUMENTS

SH  
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DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	NAME
5,778,367	07/07/98	Wesinger, Jr. et al.
5,862,223	01/19/99	Walker et al.
US 6,285,987 B1	09/04/01	Roth et al.

### OTHER ART AND RELATED DOCUMENTS

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News of The Week articles, <i>Telephony</i> , May 1, 1995, pages 8 and 10.
Nuts 'N Bolts articles, <i>Target Marketing</i> , October 1997, 1 page.
DoubleClick TestIt!, obtained at the internet address: <a href="http://web.archive.org/web/19980205034316/www.doubleclick.com/nf/adinfo/testiset.htm">http://web.archive.org/web/19980205034316/www.doubleclick.com/nf/adinfo/testiset.htm</a> , dated 10/16/2002, 4 pages.
DoubleClick Frequently Asked Questions, obtained at the internet address: <a href="http://web.archive.org/web/19980205033925/www.doubleclick.com/nf/adinfo/facts.htm">http://web.archive.org/web/19980205033925/www.doubleclick.com/nf/adinfo/facts.htm</a> , dated 10/16/2002, 5 pages.
"New Service Puts Ad Auction, Search Engine Under One Roof", article from Electronic Advertising & Marketplace Report, <i>Simba Information, Inc.</i> April 28, 1998, 2 pages.
Google Search, communication from Jeffrey Brewer at <a href="mailto:Jeffrey@goto.com">Jeffrey@goto.com</a> , titled "Need reverse stemming software", dated May 27, 1998, obtained at the internet address: <a href="http://groups.google.com/groups?selm=356CEE4A8DE882A8%40goto.com">http://groups.google.com/groups?selm=356CEE4A8DE882A8%40goto.com</a> , on 12/19/02. 1 page.
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Schwartz, Randal L., "Click-Through Tracking in Perl", <i>Web Techniques</i> , dated May 1998, located at the internet address: <a href="http://www.webtechniques.com">www.webtechniques.com</a> , 3 pages.
Van Roeden, Adriaan, "Your Own Search Engine With SWISH, A Custom Search Facility For Your Web Site", <i>Web Techniques</i> , dated November 1996, located at the internet address: <a href="http://www.webtechniques.com">www.webtechniques.com</a> , pp. 63-66 pages.
Full Catalog - Categories Menu, Sun Microsystems Sun Solutions Catalog, obtained at the internet address: <a href="http://web.archive.org/web/19981205110211/solutions.sun.com/catalogs/all/index.htm">http://web.archive.org/web/19981205110211/solutions.sun.com/catalogs/all/index.htm</a> , printed on 12/19/02, 2 pages.
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Online Updating, Sun Microsystems Sun Solutions Catalog obtained at the internet address: <a href="http://web.archive.org/web/19990220190636/solutions.sun.com/editmodule/help.html">http://web.archive.org/web/19990220190636/solutions.sun.com/editmodule/help.html</a> , printed on 12/19/02, 2 pages.

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Stephen

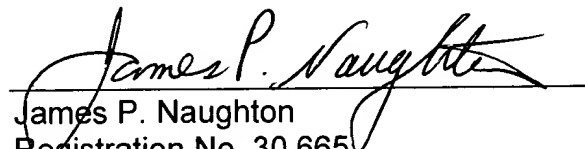
12/29/00

In accordance with 37 C.F.R. § 1.97(g),(h), this Second Supplemental Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed to be an admission that the information cited is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

A fee as set forth in 37 C.F.R. § 1.17(p) in the amount of \$180.00 is enclosed herewith. Should the enclosed check be insufficient, omitted or should any additional fees be deemed necessary under 37 C.F.R. §§ 1.16 to 1.21 be deemed necessary for any reason relating to these material, the Commissioner is hereby authorized to deduct said fees from Brinks Hofer Gilson & Lione Deposit Account No. 23-1925. A duplicate copy of this document is enclosed.

Applicants respectfully request that the listed document be made of record in the present case.

Respectfully submitted,

  
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